

2026 SPONSORSHIP FOR CONSIDERATION

8<sup>th</sup> Annual  
**Denim Day**  
*An evening on the denim carpet*

HOSTED BY

**LaFASA**

Louisiana Foundation Against Sexual Assault

WEDNESDAY EVENING

**APRIL 29, 2026**

PURA VIDA Coffee Bar  
4005 Nicholson Dr.  
Baton Rouge, 70808

6:00 P.M. - 8:30 P.M.

Make a social statement with your fashion statement.  
**W e a r j e a n s w i t h a p u r p o s e .**  
**w w w . D e n i m D a y L A . o r g**





# Why Denim Day?

Since 1999, wearing jeans on Denim Day has become a symbol against destructive attitudes surrounding sexual assault that blame victims for the assaults perpetrated against them. The Denim Day campaign was originally triggered by a ruling in the Italian Supreme Court, where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans, she must have helped the rapist remove her jeans, thereby implying consent. The following day, women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Denim Day always takes place in April, which is recognized as Sexual Assault Awareness Month (SAAM).

Everyone wants to live in a society free from crime and oppression.

The alarming statistics show that ONE in FOUR women will experience sexual harm. Women are disproportionately affected by sexual violence; 90% of all adult rape victims are women. Marginalized people are at an even higher risk. *Nationally, an estimated 60 % of LGBTQI+ people have experienced sexual violence.*

*It is our desire to work with people and businesses that share our passion and desires to help those who have been victimized and want to invest in preventative efforts.*

## LaFASA

LaFASA is the coalition agency that serves statewide sexual assault crisis centers through education, professional training, technical assistance, and community engagement resulting in safer, healthier, stronger, and better-informed communities throughout Louisiana. LaFASA also provides advocacy and legal services directly to survivors and cultivates prevention in our communities. All services are FREE of charge

## OUR MISSION

LaFASA is committed to empowering survivors, engaging advocates, and changing systems and social norms to end sexual violence in Louisiana.



## THE EVENT

***The 8th Annual Denim Day is going to be fantastic fun!***

We expect many advocates, individuals, business owners, and community allies to attend. "Denim Carpet" festivities will begin at 6:00 with KARAOKE, heavy hors d'ourves buffet which includes tea and wine, a cash bar for cocktails and beer, a silent auction, door prizes, a swag bag for all attendees, and surprise guests!



Pura Vida has all the ambiance! There is indoor and outdoor seating, a stage, an area to dance, and shops and nightlife around the bend if you don't want to end the night.



**Please join LaFASA today by becoming a sponsor for the 8th Annual Denim Day: An Evening on the Denim Carpet! Help us provide the necessary assistance to ensure a better tomorrow for all survivors and to reach our goal of a world free of sexual assault. Sponsorships offer a range of affordable opportunities. Contact Kelli Knight at email [Kelli@lafasa.org](mailto:Kelli@lafasa.org) about sponsorships. Thank you for your consideration!**



Make a social statement with your fashion statement.

# YOU CAN BE A PART OF LaFASA'S IMPACT

The comfort care kits we received for survivors [that have had a forensic exam] are so needed. There isn't anything else like that for them around here. We appreciate the kits and the Helpline.



Lead ER Managing Nurse  
 (Trinity Medical Center, Ferriday, La.)

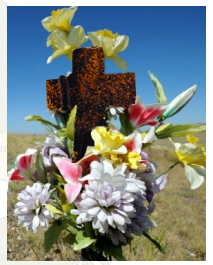


Hold your head up high and speak your truth and own your truth. Never be ashamed of it. It is your story and only you know your truth.

-Survivor in Shreveport

This is happening everyday. Women who are impaired are being taken advantage of. This has to stop. We have to end this.

-Supporter in Baton Rouge



We're honored to work with Hearts of Hope. They do a lot of great work for our community.

Shayda Yazdi  
 (Owner of LeJour in Lafayette)



# JOIN THE EXCITEMENT!

*Previous Denim Day media  
placements included, but  
were not limited to:*

**New Orleans Magazine - NOLA**

**Country Roads Magazine - La.**

**Acadiana Magazine - Lafayette**

**WVLA- BR - Baton Rouge**

**BRPROUD.ORG - Baton Rouge**

**225 Magazine - Baton Rouge**

**Shreveport Times - Shreveport**



## Sponsorship Opportunities

In addition to providing much needed resources to survivors, sponsors are incredibly important because YOU as a sponsor, make it possible for LaFASA to hold an inclusive event. Because of YOU we can keep our entry fees affordable so that individuals of all backgrounds can attend and be a part of ending sexual violence in our state.

Thank you for your consideration!

### **Diamonds & Denim** **Premium Sponsor - \$2,500**

EXCLUSIVE  
TO 1  
SPONSOR!

6 Tickets

**Opportunity to speak during the event to talk about your business**

Business name displayed on the live music stage **exclusive** to this sponsorship.

**1 Reserved table in the VIP section** with your business name and logo prominently displayed.

Business name and logo displayed on LaFASA's Denim Day website and hyperlink to website

**Your logo pinned on LaFASA's social media pages with a mention in our newsletter**

Business name and logo prominently displayed in the program

### **Drinks & Dungarees** **Premium Sponsor \$1,500**

Only 2  
Available!

4 Tickets

Business name and logo displayed at the bar **exclusive** to this sponsorship

**1 Reserved table in the VIP section** with your business name and logo prominently displayed at the table.

Business name and logo displayed on LaFASA's Denim Day website with hyperlink to website

**Your logo pinned on LaFASA's social media pages with a mention in our newsletter**

Business name and logo prominently displayed in the program



**Only 4 Available!**

### Wrangler Round-up - \$500

4 Tickets

**1 Reserved table in the VIP section** with your business name and logo prominently displayed at the table

Your business logo posted on the Denim Day website with a hyperlink to website

Business logo displayed in the program

### Blue Jean - \$250

2 Tickets

**Access to the VIP section**

Your business logo posted on the Denim Day website with a hyperlink to your website

Business logo displayed in the program

### Lead Riders - \$150

**Lead riders head up the sponsorship trail from all around our state.**

Your business logo posted on the Denim Day website with a hyperlink to your business website

Your business logo on LaFASA's social media pages

Your business name listed in the program



Contact Kelli Knight  
Kelli@lafasa.org or go to  
denimdayla.org to secure  
your sponsorship.

***Sponsorship opportunities  
available through April 22.***

# 8th Annual Denim Day

*An evening on the Denim Carpet*

Walk the "Denim Carpet!"

**KARAOKE!**

Heavy hors d'ourves/buffet  
and wine included

Cash bar for cocktails

**Silent Auction!**

Door prizes

Swag bags for all attendees

Surprise celebrity guests!

**JOIN LAFASA TODAY!**

Contact [Kelli@lafasa.org](mailto:Kelli@lafasa.org)  
to participate.

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[www.DenimDayLA.org](http://www.DenimDayLA.org)

## LaFASA

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Baton Rouge, LA 70808

[www.lafasa.org](http://www.lafasa.org)

f    Spotify for Podcasters 

If you've experienced sexual harm or know someone who has, contact the LaFASA Helpline for confidential, anonymous, and free guidance by Text-225.351.(SAFE) 7233, Chat-lafasa.org or Talk-888.995.7273.

